## NEVADA PROJECT HEARTBEAT LAUNCHED TO MAKE DEFIBRILLATORS PUBLICLY AVAILABLE ACROSS NEVADA

First Statewide Public Access Defibrillation Program in the U.S. Aims to Improve Survivability of Sudden Cardiac Arrest

Program to deploy Powerheart AEDs from Cardiac Science

**RENO, NV and BOTHELL, WA – April 23, 2006** -- Leading local health organizations in the State of Nevada partnered today along with Cardiac Science Corporation [NASDAQ: CSCX], a global leader in advanced cardiac monitoring and defibrillation products, to announce the formation of Nevada Project Heartbeat, the first state-wide Public Access Defibrillation (PAD) program in the United States.

Nevada Project Heartbeat's goal is to improve the survivability of Sudden Cardiac Arrest (SCA) in the State of Nevada. It aims to accomplish this goal by raising the average citizen's awareness of SCA, and by providing places of business, public agencies, and other organizations with the tools and training needed to make Automated External Defibrillators (AEDs) accessible, affordable, and potentially life-saving.

The key to surviving sudden cardiac arrest is the speed of response. In addition to CPR, most cardiac arrest victims need an immediate defibrillation to restore the heart's normal rhythm. If a victim receives defibrillation within one minute, there is a 90% chance of resuscitation. If a victim must wait ten minutes for defibrillation, the chance of survival drops to less than 5%.

"We want to make widely available the tools and training that will strengthen the average citizen's role as the first responder in a cardiac emergency," said Fergus Laughridge, Program Manager for Emergency Medical Services at the Nevada State Health Division. "If every citizen knows how to recognize the early signs of Sudden Cardiac Arrest, activate the emergency response system, and use an AED, then we can significantly improve the likelihood of surviving a SCA in Nevada, whether it occurs in Reno, Las Vegas or points in between like Gabbs, population 318."

"The AHA recognizes four links in the chain of survival. Early detection, early CPR, early defibrillation, and early advanced care," said J.W. Hodge, Public Education Manager at Renobased Regional Emergency Medical Services Authority (REMSA). "With more AEDs in the community, trained citizens become part of the emergency response system, increasing the likelihood. of successfully saving a life by incorporating all links in the chain of survival."

Nevada Project Heartbeat is sponsored by a partnership of local Nevada healthcare organizations that had previously facilitated the deployment of more than 500 AEDs in their own communities across the State. The partners include the REMSA, which will provide CPR and AED training in accordance with the latest American Heart Association guidelines and medical oversight for participating AED sites in urban areas; the Nevada State Health Division - Emergency Medical

Services, which will set and maintain the training standards for cardiopulmonary resuscitation (CPR) with an AED; the University of Nevada School of Medicine, Center for Education and Health Services Outreach and Office of Rural Health, which has deployed AEDs in Nevada with federal grants for AED deployment in rural areas; and Humboldt County General Hospital, which will train and oversee participating rural sites. Humboldt General has administered its own rural PAD program since 2005.

"Our hope is that Humboldt County's PAD program will be a model for other rural communities in Nevada," said Pat Songer, Emergency Response Services Coordinator, for Humboldt General Hospital in Winnemucca, Nevada. "When more victims of SCA arrive at the hospital alive, treatment and rehabilitation can restore heart health. The recent saves in Humboldt County that occurred with previously deployed AEDs prove that this model works, and we are excited to bring it to the rest of the State."

Cardiac Science Corporation has been selected as the program's preferred manufacturer. The Company will provide the program with Powerheart brand AEDs, and the partnership will use Cardiac Science's MasterTrak software to manage the Powerheart AEDs that are deployed across the state.

In practical terms, Nevada Project Heartbeat will help such organizations such as fire and EMS departments, educational institutions, places of business, and healthcare and municipal facilities to set up and operate their own, localized PAD programs wherever the public may congregate. Nevada Project Heartbeat will provide the participating organizations that enroll with access to the following services:

- Preferred pricing for AEDs through Cardiac Science;
- Medical oversight, including physician validation of training, standards, and procedures;
- Training in CPR with AED;
- Program Maintenance, including record keeping and data collection;
- Consulting on site selection and deployment;
- Incident management;
- Protection against loss, damage or liability associated with an AED deployment.

"Cardiac Science has worked closely with community-based organizations to supply and service PAD programs in cities across the country, and is an expert in supporting the creation of Heartsafe communities," said Mike Brode, Cardiac Science's director of strategic business. "To roll out such a program on a state-wide basis takes exceptional vision and a finely tuned organization. The Nevada team has assembled an impressive infrastructure and their peerless commitment to protecting the lives of its citizens is inspiring. We have every confidence that Nevada Project Heartbeat will be an outstanding success, and we are proud to be a part of it."

"Single-city PAD programs have become fairly common in the U.S. and have been very successful," noted Julie Redding, Program Coordinator, Nevada Rural AED Grant Program at University of Nevada School of Medicine, Office of Rural Health. "It is our hope that Nevada's statewide program will inspire health professionals in the rest of the country to think creatively about how to design effective, accessible defibrillation programs that can have a broader impact,

and the University of Nevada School of Medicine, Office of Rural Health is proud to be a partner in this effort."

## **About Nevada Project Heartbeat**

For more information on how your organization can develop and benefit from a Heartsafe program visit Nevada Project Heartbeat at <a href="www.padprograms.com/nevada">www.padprograms.com/nevada</a>. You may also call the Nevada Project Heartbeat at 1-877-33-4284. What ever method of contact you choose do it today. SCA knows no barriers. The life you save may be your own.

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